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Huntsville Girls Hockey Association

## Competitive Sponsorship and Fundraising Policy



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## 1.0 Purpose:

- The purpose of this policy is to provide clear guidelines for obtaining and managing sponsorships and fundraising activities to support the development and operation of Huntsville Sting competitive teams.

## 2.0 Definitions:

- **Sponsorship:** is when a business or individual provides money, products or services to support the team in exchange for promotion or advertising
- **Fundraising:** is the process of collecting money through events or activities to help cover team expenses, travel or tournament fees.
- **Inappropriate content:** any content, reference, or business which is inappropriate for minors, including but not limited to content that promotes alcohol, tobacco or drug use, gambling, and adult sexual content.

## 3.0 Sponsorship Policy:

### 3.1 Objectives:

- To secure financial and in-kind support for team needs, including equipment, travel, uniforms, and tournament fees.
- To build positive relationships with local businesses and community partners.
- To provide value and recognition to sponsors for their contributions.

### 3.2 Guidelines:

- The sponsorship package must be approved in advance by the Director of Fundraising to ensure consistency with the association standards
- All sponsorship agreements must be approved by the Team Manager
- Sponsors may be recognized through logo placement on jerseys, banners, team social media shoutouts, or other methods as approved by the Director of Fundraising
- **No sponsor with content deemed inappropriate per the definition will be accepted**
- Sponsorship funds will be used strictly for team-related expenses and distributed evenly among all players unless otherwise communicated to the team.
- All players are required to fulfill any mandatory association fundraising/sponsorship requirements. For example: home tournament, silent auction, volunteering at home tournament, etc.
- The team manager and coach are required to sign this agreement and provide the Fundraising Director a hard copy

### 3.3 Association Logo Usage

- Refer to the associations main policy
- Alteration of the logo is prohibited
- The associations logo is pre-approved for use in competitive team correspondence, social media, and team apparel (swag), insulated/plastic bottles, coffee mugs and team/player bags
- The logo may be placed in the following areas on apparel and gear:
  - Shirts and sweaters: front, shoulder or back

- Hats and toques: front or sides
- Pants: front or sides only
- Note: logos should not be placed on the back side (butt area) of pants to maintain a professional and respectful appearance
- Board approval is required for any use of the logo in connection with sponsorship and fundraising activities (e.g.; sponsor banners, promotional materials, etc.)

#### 3.4 Budget Responsibility:

- Each team is responsible for creating an annual budget at the beginning of the season that outlines projected expenses, and the anticipated fundraising and sponsorship revenue
- A financial report will be shared with parents at the end of each season detailing the use of the funds.
- Sponsorship and Fundraising efforts should not exceed the approved team budget
- Budgets must aim to net out at the end of the season with no surplus.
- **Any unspent or surplus team funds at the end of the season must be returned to the HGHA**

### 4.0 Fundraising Policy:

#### 4.1 Goals:

- To reduce the cost burden on individual families.
- To promote team spirit and community involvement.

#### 4.2 Guidelines:

- All fundraising efforts must be approved in advance by the Director of Fundraising, unless it appears on the pre-approved list
- Participation in team fundraisers is expected of all players and families unless alternative arrangements are made.
- Funds raised collectively will be pooled and distributed evenly among players for team expenses, unless otherwise communicated to the team.
- If a player leaves the team, funds raised on their behalf remain with the team.
- **No fundraising activities with content deemed inappropriate per the definition shall be conducted**
- Teams wishing to conduct fundraising activities are responsible for ensuring they comply with all applicable municipal, district, provincial, and federal laws, including obtaining any required license or approvals. For example:
  - Barbecue event may require a temporary food service license.
  - Raffles, lotteries, or any form of gaming must have the appropriate gaming license.
- The board at its discretion may add, remove and/or modify items on this list, as required.

#### 4.3 Pre-approved, Acceptable Fundraising Activities:

- The Director of Fundraising must be informed of all events at least 14 days prior to the event. As some events require sanction by the OWH, please contact the fundraising director for assistance.

- The following activities are pre-approved:
  - Product sales: baked goods, chocolate, raffle tickets (see 4.2 re: raffles), etc.
  - Team events: car washes, silent auctions, pizza fundraiser, another sporting event (such as a ball hockey, soccer, baseball and/or golf tournament)
  - Bottle drives and/or scrap metal drive
- **Teams may not directly profit from the sale of alcohol at events, meaning they cannot purchase alcohol, mark it up, and resell it.**
- **However, if a licensed venue, with proper insurance and Smart Serve certified staff, manages all alcohol sales and voluntarily provides a portion of the food/alcohol sales back to the team, that would be permitted.**
- Please reach out to the Director of Fundraising should you want to do something that is not noted above – and if approved, the board will add to this list.
- The board at its discretion may add, remove and/or modify items on this list, as required.

#### **5.0 Transparency & Accountability:**

- A record of all sponsorships and fundraising income/expenses will be maintained by the Team Manager and made available to team families upon request.
- No individual player or family shall benefit disproportionately from team-wide fundraising or sponsorships unless explicitly agreed upon beforehand.
- All financial activity must align with the approved team budget

#### **6.0 Non-compliance:**

- Any team that fails to comply with this policy may be subject to disciplinary action by the HGHA Board of Directors.
- This may include:
  - Loss of fundraising and sponsorship privileges
  - Suspension of team activities or events
  - Forfeiture of funds raised
  - Additional oversight or audit requirements for future seasons
- Repeated or serious violations may result in further action, including but not limited to the removal of team officials from their role(s)

#### **7.0 Questions and Submissions:**

- For any questions related to this policy, or to submit forms, approvals, waivers, or other related materials, please contact the Director of Fundraising at [hgha@hotmail.ca](mailto:hgha@hotmail.ca)
- Using this centralized contact will help reduce redundancy and ensure all communications are properly directed.

#### **8.0 Acknowledgement of Receipt and Agreement:**

- I acknowledge that I have read and understand the Competitive Programing: Sponsorship and Fundraising policy. I agree to abide by all the terms and conditions set forth herein and will ensure compliance with my team.

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Team Name and Number

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Team Manager Name (print)

Date:

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Coach Name (print)

Date:

**---end of document---**